



The DigitalPortal.sk portal is focused on providing up-to-date information in the fields of information technology and electrical engineering. DigitalPortal.sk is a technology-oriented format that focuses on the latest technology news, reviews, and tutorials. This portal provides its readers with in-depth analysis and deep insight into the world of technology, making it an invaluable source of information for technology enthusiasts, professionals, and ordinary consumers interested in the latest information in this field.

DigitalPortal.sk: Home for technology news and innovations

We have approximately 650,000 unique visitors and 2.5 million page views. We focus on Slovakia and the Czech Republic and cooperate with many reputable companies. We are a portal dedicated to IT news, technology, trends, travel, relaxation, and smart devices, as well as testing products from various companies.

One of our strengths is that we can convey the tested product in a very attractive way. We believe that a partnership between your company and us would be a mutually beneficial collaboration. Our websites and platforms are followed by individuals who are interested in this segment and who are potential customers of your company.

Visitor characteristics: Young people of active and productive age who have the money to buy the latest iPhone or Samsung flagships every year. People in senior positions, managers of companies, or owners of LLCs. Up to 80% of our readers are highly creditworthy clients that we can build on in the future.

Advertising performance indicator: In the specified period, we added a special affiliate link to the largest e-shop in Slovakia and the Czech Republic (Alza a.s.) in the articles. In this period, we have mediated (and thus, thanks to us, readers have bought products in the amount of €370,000) in the company Alza a.s. Investing in advertising and cooperation is worthwhile for us, and the advertising performance indicators prove it with their results. We do not guarantee future advertising; we cannot predict it.

Since its inception, the portal has been dedicated to the Slovak market and local topics, as well as European and global trends that affect this area. We are independent journalists who report on information technology in the areas of smartphones, tablets, computers, peripherals, audio, photo, video, and software. Our editorial office is duly registered in the Slovak Syndicate of Journalists (SSN), a professional organization representing all journalists in the industry in Slovakia.

On digitalportal.sk, dozens of articles are published weekly that are dedicated not only to news; they discuss current events and long-term topics and provide space for expert tests and reviews. There are also reports, but also tips and tricks with guides for readers. The editorial team consists of experienced journalists with many years of experience. Our ambition is to continue to provide an impartial view of the world of information technology and electrical engineering. We are constantly expanding our section and making changes so that we can move forward towards our stated goals.

Two years ago, we expanded the sections to include content on relaxation (Relax) and practical household tips. We are actively pursuing the topics of travel and relaxation. We also actively promote eco-friendly topics such as electric scooters and e-bikes. In the future, we also plan to further expand the topics and options according to demand. Our ambition is to continue to bring readers more and more thematic expert articles and reviews.

Price list for banner and text ads

Valid from June 1, 2024

Banner formats

Format name	Size (px)	Price*
Banner L01	728×90	€5,000
Banner L01	468×90	€4,800
Banner L02	728×90	€4,600
Banner L02	468×90	€4,400

Format name	Size (px)	Price*
Banner S01	300×300	€4,800
Banner S01	300×250	€4,600
Banner S01	250×250	€4,400

* If not specified differently, the price for the banner format is per month.

Format name	Size (px)	Price*
Banner S02	300×300	€4,600
Banner S02	300×250	€4,400
Banner S02	250×250	€4,200

Format name	Size (px)	Price*
Banner S03	300×300	€4,400
Banner S03	300×250	€4,200
Banner S03	250×250	€4,000

Examples of banner placements

The screenshot shows the homepage of Digital Portal.sk. At the top right, there is a large yellow banner labeled 'BANNER L01'. Below the main navigation bar, on the left side, there is a yellow banner labeled 'BANNER L02'. On the right side, there is a yellow banner labeled 'BANNER S01'. The page content includes a review of the Eurocom Max Q6 laptop and a list of recent news items.

The screenshot shows a mobile app interface. On the right side, there are two yellow banners labeled 'BANNER S02' and 'BANNER S03'. The app content includes a review of the Huawei P20 Pro and a list of recent news items.

Text form

Format	Position	Length of TOP	Price*	Estimate reads
TOP review	In a prominent position	72 hours	€3,500	50,000
Review	Section by agreement	-	€3,000	42,000
TOP article	In a prominent position	72 hours	€2,600	35,000
Native article	Section by agreement	-	€1,800	28,000
PR article	Standard section	-	€1,500	15,000

* If not specified differently, the price for the text form is for each one article, one link and one one-time sending of e-mails. The price for one article already includes just one URL link. If the advertiser requires more URLs/links, additional „SEO backlinks“ must be purchased as needed and according to the current price list.

SEO backlinks	
1 to 10 URL links	€300
11 or more URL links	€150

Newsletter – for 450,000 subscribers	
1. to 3. sending	€15,900
4. and more sending	€ 9,900

Surcharges

Political advertising	40%
18+ and gambling ads	40%

All prices are exclusive of VAT, subject to change. Order must be received in writing. The publisher also reserves the right to refuse to publish an advertisement, specific assignment even without giving a reason. Each advertiser agrees to the terms and conditions of the advertisement. Cancellation of ordered advertisement is valid: within 6 to 10 days to campaign launch cancel fee of 50%, resp. 5 or less days is cancel fee of 100%. Ordered advertising must always be agreed in writing.

Advertising offer

Please contact us at info@digitalportal.sk with details about your planned advertising campaigns. We will be happy to negotiate a deal with you while customizing your offer according to your preferences. In general, we offer the following collaborations:

PR article

Publication of several articles at discounted prices, with a possible long-term cooperation agreement on price and quantity. We offer a package of 10 press releases (TS), 20 TS, 30 TS, and the like, for a period of 5–10 months.

There are three possible options for PR articles:

- Creation of PR articles (writing a report) + copyright (for the needs of further publication).
- Publication of PR articles on the web (already prepared report).
- Providing partners and distributing (publishing) articles on other websites.



Partnership with our portal

We offer a text advertisement under all published articles (more than 10,000) in the following form: “This article was created in partnership with <company name>” (possible link to the company webpage). [Editor note: in Slovak language „Aj tento článok sme pripravili vďaka podpore (firma)“ on the screenshot below]. The price of the text advertisement is individual. In the case of a long-term cooperation, e. g. two-year cooperation, it is possible to apply a discount of 7%. We may offer a 10% discount when booking our other promotion forms.

NOVINKYRECEZIE ▾NÁVODYTRENDYREPORTÁŽEREDAKCIA

Päť snímačov fotoaparátov, ktoré sa medzi sebou dopĺňajú, priam až nadštandardná veľká kapacita

Príklad umiestnenia reklamného odkazu vo všetkých publikovaných článkoch

predstavené vlnkové modely spoločnosti – **Xiaomi Mi 10 a Mi 10 Pro** v online evente zatiaľ len pre Čínu **zaznamenávajú úspech**. Na svoje globálne predstavenie ešte len čakajú. Zatiaľ však rozhodne odporúčame všetkými desiatimi kúpu Mi Note 10 Pro.

Zapozíť: **Aj tento článok sme pripravili vďaka podpore **firma****



18. februára 2020



Recenzia: Apple iPhone 11
13. februára 2020



Tipy a triky: Otestovali sme